BLQ-Pico Bid Renewal Proposal



December 2017



BYZANTINE LATINO QUARTER-PICO BUSINESS IMPROVEMENT DISTRICT

December 4, 2017

Fellow BLQ-Pico Property Owners:

We are writing to introduce our plans to renew the BLQ-Pico Business Improvement District, which are presented in this brochure. These plans will continue the incredible success we have enjoyed over the past 14 years in attracting business and jobs to the District. They are the product of the hard work of a dedicated property owners' Board of Directors and its staff and vendors working on their behalf.

The BLQ-Pico BID has performed services that have been crucial to the commercial success of Pico Boulevard, including:

- > Tons of trash removal
- > Sidewalk pressure washing
- Graffiti removal
- Bulky item pick-up
- Street light medallions
- > Street furniture maintenance
- Restaurant promotional banners
- Neon sign conversion to LCD

With the renewal of the BLQ-Pico District we are planning to improve these services even more. We want to continue participation by the largest property owners in the area, increase pressure washing from its current frequency, trim District trees, and improve trash collection in District alleys.

We want to encourage all District property owners to continue working together to improve and develop Pico Boulevard and attract new businesses and pedestrians to an already vibrant area. Pico Boulevard is the most heavily used Pedestrian Street in the area and as downtown Los Angeles continues to develop, this is the perfect opportunity to gain exposure to new visitors and consumers. Over 95% of the people traveling there are engaged in business. And 97% of those were attracted by BLQ BID services. The presence of this good foundation

provides the foundation for still more business volume improvements. Imagine our potential for the future!

If there were an alternative to assessing our properties to pay for needed services, all of the property owners that have been involved in putting this proposal together would gladly embrace it. Unfortunately, we don't see such an alternative. It is not realistic to clamor for City services that will not be forthcoming due to acknowledged financial constraints. Complaining about what "could be" or "should be" seems similarly hollow. We want improvements and services to benefit our business community. The only realistic way to accomplish this goal is to take matters into our own hands and adopt the business improvement district solution which has proven to work throughout the City of Los Angeles and across the nation.

We urge you to support the BLQ-Pico BID renewal.

Sincerely,

Leonardo Magana, President

Fr. John Bakas, Board Member

Ana Ricardo, Board Member

Donald Swartz, Board Member

Marc Tavakoli, Vice President

Jacob Segal, Board Member

Vanessa Rivera, Board Member



HERB J. WESSON, JR. COUNCILMEMBER, 10TH DISTRICT PRESIDENT, LOS ANGELES CITY COUNCIL

January 9, 2018

Dear Pico Boulevard Property Owner:

Over the past 10 years we have been very fortunate to have the Byzantine Latino Quarter-Business Improvement District (BLQ-Pico BID) performing vital services along Pico Boulevard that benefit the commercial properties located within its boundaries. These services have attracted customers to the area and helped build the businesses and its jobs that are enjoyed within the District today. We have learned that by working together, positive results can be achieved. However, there is more to do. That is the reason I'm writing to support the renewal of the BLQ-Pico BID and to urge you to do so as well.

The BLQ-Pico BID performs services over and above those that the City could provide. This includes: trash collection, pressure washing, graffiti removal, bulky item pick-up, tree trimming, street pole medallions, the "Dining Guide," and bright neon signage.

I understand that the BLQ-Pico BID has great plans for the future and Council District 10 will be an active supporter of those efforts to continue the improvement of our community. The District must be renewed in order for those plans to become a reality. The most important, next step you can take right now to enhance business and property values on Pico Boulevard is to sign a petition and vote to renew the BID.

Thank you for your support!

Sincerely,

HERB J. WESSON, Jr.

President, Los Angeles City Council

10th Council District

HJW:bg:slw



November 17, 2017

Dear Pico Boulevard Property Owner:

Over the past 10 years we have been very fortunate to have the BLQ-Pico Business Improvement District performing vital services along Pico Boulevard that benefit the commercial properties located within its boundaries. These services have attracted customers to the area and helped build the businesses and its jobs that are enjoyed within the District today. We have learned that by working together, positive results can be achieved. However, there is more to do. That is the reason I'm writing to support the renewal of the BLQ-Pico BID and to urge you to do so as well.

The BLQ-Pico BID performs services over and above those that the City could provide. This includes: trash collection, pressure washing, graffiti removal, bulky item pick-up, tree trimming, street pole medallions, the "Dining Guide," and bright neon signage.

And we understand that the BLQ-Pico BID has more and better plans for the future. The First District City Council Office will be an active supporter of those efforts to improve our community even more. The District must be renewed in order for those plans to become a reality. The most important, next step you can take right now to enhance business and property values on Pico Boulevard is to sign a petition and vote to renew the BID.

Thank you for your support!

Sincerely,

Gilbert Cedillo

Councilmember, First District

FC

BLQ - PICO BID CONCEPTUAL 2019 BUDGET

	Assessments	Other	Totals
I. Landscaping, Sanitation, & Beautification	\$120,000	\$6,316	\$126,316
Trash & Debris Collection Pressure Washing Graffitti & sticker removal Bulky Item Pick-up Tree Well Weeding Tree Trimming Special Projects			
II. Marketing & Promotions Services	\$4,000	\$211	\$4,211
Street Pole Banners Holiday Decorations (one (1) quarterly ro Web site development & operation BLQ Landmark Neon Rooftop Sign Printed newsletter preparation Graphics program Branding & marketing program Printing / advertising Stakeholders Communications	tation)		
III. Policy Development & Management	\$33,040	\$1,739	\$34,779
Management Contract (LANI)			
IV. Office, Insurance, Accounting, & Other	\$17,250	\$908	\$18,158
City Clerk Fee CPA Bookkeeper Insurance Telephone Other expenses			
V. <u>Total Budget</u>	\$174,290	\$9,174	\$183,464

Note: "Other" funds shown above are non-assessment monies paid by the City of Los Angeles that compensate for general benefits provided by the District.



BYZANTINE LATINO QUARTER-PICO BLVD BUSINESS IMPROVEMENT DISTRICT Keeping the Community Clean and Beautiful



The Byzantine Latino Quarter Business Improvement District (BLQ BID) has been beautifying the community since 2006. Since 2006 the BLQ BID has:

- Removed more than 165,2634 bags of trash weighing more than 3.9 million pounds
- Hauled away more than 4,040 bulky items





- Conducted regular pressure washing at transit plazas and sidewalks
- Swept more than 792,000 pounds of trash from streets and sidewalks









Removed more than 7,820 instances of graffiti

- Converted BLQ BID sign from neon to LED lighting
- Installed 25 decorative medallions on light poles





- Promoted local restaurants through Dine Your District
- Organized community clean ups with local kids and parents
- Installed holiday decorations at Normandie and Hoover transit plazas







Future projects of the BLQ BID

- Trim over-grown trees
- Work with Council District 1 to establish an annual food festival
- Collaborate with Pico-Union Housing Corporation to improve building facades
- Develop a plan to attract downtown visitors to BID for shopping and dining

The Benefits of the BLQ BID

- An intercept survey was conducted of 546 individuals along Pico Boulevard. The survey
 concluded that 95% of the people along the district are shopping, buying, or engaging in
 a commercial activity.
- Through its services the BLQ Business Improvement District helps businesses thrive, attracts customers from all over Los Angeles, creates a clean and inviting environment and most importantly it helps keep vacancy rates low.

The BLQ Business Improvement District is currently up for renewal. For more information on how you can support the critical work of the BLQ BID please contact:



Darin French, BID Manager
Los Angeles Neighborhood Initiative
800 S. Figueroa Street, Ste. 970
Los Angeles, CA 90017
(213) 627-1822 x13
darin@lani.org

COMMENTARY

Neighborhoods Mean Business

have pulled off remarkable turnarounds in If THINK of some of the business districts that recent years in Los Angeles.

Hollywood is certainly one example. It used to

from its traffic. In the ultimate sign of For a few minutes anyway, until they fled in horror. Now, apparently every be a place where only tourists went. one is going to Hollywood, judging shortage is now the main complaint its turnaround, the chronic parking you hear about Hollywood.

business, downtown also has become downtown Los Angeles. Full of interhome for tens of thousands of young professionals seeking an urban antiesting restaurants and a magnet for Another obvious example is dote to L.A.'s sprawl.

COMMENT

And think of some of the business districts that are now striving to replicate that kind of a turnaround.

ness Journal, we featured San Pedro. Its funky little downtown area has some interesting shops and galeries, and the interior of the Warner Grand Theatre museum, bringing perhaps 450,000 tourists a year For example, in the Oct. 10 issue of the Busilowa battleship becomes a permanent dockside to within a few blocks of downtown San Pedro. is worth a lingering look. San Pedro will get a boost beginning next summer when the U.S.S.

One more example of a business district on the verge of a comeback: Chinatown. You can read all about it in the front-page centerpiece article in this week's issue.

Ouestion: What do these neighbor-Answer: an active business hoods have in common? improvement district.

er in a room on a regular basis to come streetscaping and market the neighborsimply getting property owners togeth. Indeed, such a district, commonly called a BID, can be a true benefit. It can attack crime and grime, improve hood. Probably its greatest value is to agreement on what they want to accomplish in their neighborhood.

defined boundary, and the property owners inside the borders must pay a regular A BID is an official district with a special assessment that's like a tax but

CHARLES CRUMPLEY

legally not. Often, the money is used to hire a small staff and carry out what the property owners want.

But many cities are slowly bankrupting themselves owners to, in effect, pay twice. Taxes are supposed to pay for police patrols, streetscaping and the like. On the one hand, it's aggravating for property with 90 percent of their salary. So the businesses by, for example, letting workers retire at age 55 have to pay special assessments to do what the cities fail to do or fail to do enough of.

done and how they want it done. Sure, they pay But on the other hand, property owners in a more, but they get what they want. And there's BID can decide for themselves what they want

ket their areas, host community events and general. Effective ones, as in the examples above, can marpaint over graffiti and hire private security guards. ly be a public advocate for their neighborhood, If they are successful, property values in a BID may What's more, a BID can do much more than increase and rents rise.

easy in poor areas. The staff should be creative and there's something to build on, something unique or To be sure, BIDs are no universal panacea. The property owners have to be willing to pay up - not at least interesting, such as Hollywood lore or Chieffective despite their usually low budgets. And it certainly helps to be in a neighborhood where natown's culture.

be surprised if we see more businesses get together repair sidewalks that run through their land - don't month floated the idea of making property owners But in Los Angeles - a city that earlier this to create BIDs to take care of themselves.

And judging from the record of some of L.A.'s BIDs, that wouldn't be a bad thing.

Business Journal. He can be reached at :crumpley@labusinessjournal.com. Charles Crumpley is editor of the

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Your Poison

could be triggered by the European debt crisis, others look at Is another recession heading toward us? If so, some worry it the high unemployment rate or the stagnant housing market. So the Business Journal asks:

What is your biggest obs or real estate? concern about the economy: Europe,

% of Total	0.17% 0.019% 0.029% 0.0
TOTAL ASSESSMENT 2019	\$270.56 \$270.56 \$188.85 \$188.85 \$188.85 \$188.85 \$146.08 \$1,460.86 \$1,460.86 \$1,460.86 \$1,460.86 \$1,460.86 \$1,100.53 \$1,000.33
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PICO FRT FT	\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$
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IMP AREA BENEFIT UNITS	6,250 6,250 6,250 6,250 112,840 6,500 6,500 6,500 11,528 11,528 11,528 11,528 11,528 11,528 11,528 11,500 1
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IMP AREA BENEFIT UNITS	4,578 4,578 4,578 4,700 1,
IMPT AREA SF	4,578 4,578 4,700 1,
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LOT AREA ASSESSMENT	\$92.44 \$92.24 \$9
LOTAREA BENEFIT UNITS	6,550 6,550 6,550 6,550 6,550 6,550 6,550 7,228 7,728 6,510 7,228 7,728 8,038
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BLQ-PICO PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2019

% of Total

0.23% 0.21% 0.30% 0.57% 0.057% 0.15% 0.15% 0.15%

	APN	PROPERTY OWNER	23	OT AREA SF	LOTAREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP	P'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	ğ	PICO FRT	OTHER STREET FRT FT	ESS
12	26 5056004004	KEY HOLDINGS GROUP LLC	L	7,002	7,002	\$99.49	6	408	9,408	\$232.81		8	0	3
7	5056004003	HYUN SUNGHI	_	6,999	666'9	\$99.44	7	270	7,770	\$192.28	_	- 09	0	ų,
7	228 5056003027	CITY REAL ESTATE INVESTMENTS LLC	_	19,958	19,958	\$283.57	<u>ښ</u>	828	38,938	\$963.57	_	143	280	4
7	5056002042	PICWEST LLC	_	13,471	13,471	\$191.40		242	242	\$5.99	_	91	137	7
સ	5056002040	SONGJINO	_	7,173	7,173	\$101.92	2	715	5,715	\$141.43	_	48	0	4
7	5056002021	BAY CITIES DISCOUNT KITCHEN AND APPLIANCES INC	_	13,223	13,223	\$187.88	100	068	19,890	\$492.20	_	8	132	7
N	5056002020	BAY CITIES DISCOUNT KITCHEN AND APPLIANCES INC	_	6,667	6,667	\$94.73		0	0	\$0.00		6	0	4
ĸ	5056001055	MOSHFEGH ESHAN OLLA COMPANY TRUST MOSHFEGH FAMILY	_	6,811	6,811	\$96.77	4	010	4,010	\$99.23	_	64	0	4
7	5056001004	1300 SOUTH VERMONT LLC	_	12,226	12,226	\$173.71	17	.568	17,568	\$434.74	_	88	140	7
K		DIXON HEWITT AND DORIS	_	6,812	6,812	\$96.79	_	1,811	1,811	\$44.82		49	0	4
7	36 5056001001	RUBIN IDA TRUST IDA RUBIN TRUST		13,628	13,628	\$193.63	о	760	9,760	\$241.52			140	×
L		Zone 1 Sub Totals	4	,100,903	4,088,936	\$58,097	2,3	2,347,691	2,347,691	\$58,097	2	18,330	23,012	4

9 E	R 2 7 2 8 8 8 8 8 8 9 P	18,3				
IMP AREA ASSESSMENT	\$122.81 \$192.28 \$963.57 \$5.89 \$141.43 \$141.43 \$99.20 \$99.23 \$44.82 \$44.82	\$58,097				
IMP AREA BENEFIT UNITS	9,408 7,770 38,938 24,2 5,715 19,890 0 4,010 17,568 1,811 9,760	2,347,691	Ass't Rates	\$0.0142	\$0.0247	\$1.4053
IMP'T AREA SF	9,408 7,770 38,938 24,2 5,715 19,890 0 4,010 4,010 17,568 1,811	2,347,691				
LOT AREA ASSESSMENT	\$99.49 \$283.57 \$101.92 \$101.92 \$13.73 \$96.77 \$96.77 \$193.63	\$58,097				
LOTAREA BENEFIT UNITS	7,002 6,999 19,958 13,471 7,173 13,223 6,667 6,811 12,226 6,812 13,628	4,088,936	Totals			
LOTAREA SF	7,002 6,999 19,958 13,471 7,173 13,223 6,667 6,811 12,226 6,812 13,628	4,100,903 4,088,936	Assessment Totals	\$58,097	\$58,097	\$58,097
PROPERTY OWNER	KEY HOLJUNGS GROUP LLC HYNN SUNG HI CITY REAL ESTATE INVESTMENTS LLC FOWER 1 LC SONG JN O BAY OTTES DISCOUNT KITCHEN AND APPLANCES INC BAY OTTES DISCOUNT KITCHEN AND APPLANCES INC MOSHFEGH ESHAN OLLA COMPANY TRUST MOSHFEGH FAMILY. TSUS COUNT HEMMT AND DONIS RUBIN IDA TRUST IDA RUBIN TRUST	Zone 1 Sub Totals	Total Budget '≃ \$174,290	Lot Area Factor = Zone 1 Lot Area SF Rate	Improvement Area Factor = Zone 1 Improvement Area SF Rate	Street Frontage Factor Zone 1 Street Frontage SF Rate
APN	056004004 056004003 056002042 056002042 056002040 056002020 056002020 056001005 056001002			33%	33%	33%

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TOTAL ASSESSMENT 2019	\$402.66 \$1.841.57 \$517.79 \$517.79 \$306.27 \$163.68 \$224.86 \$2210.46 \$768.20	\$174,290
FRT FT ASSESSMENT	\$70.26 \$504.43 \$504.44 \$30.40 \$67.45 \$316.19 \$68.86 \$52.40 \$320.40 \$68.86 \$330.40 \$53.30.60	\$58,097
FRT FT BENEFIT UNITS	50 50 423 423 48 49 49 49 49 237	41,342
OTHER STREET FRT FT	0 0 2 3 3 4 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	23,012
PICO FRT FT	2 2 2 2 2 2 3 2 2 3 3 4 3 4 3 4 3 4 3 4	18,330
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IMP AREA ASSESSMENT	\$232.81 \$192.28 \$963.57 \$5.99 \$141.43 \$492.20 \$0.00 \$99.23 \$43.47 \$44.82 \$241.52	\$58,097
IMP AREA BENEFIT UNITS	9,408 7,770 38,938 242 5,715 19,890 0 4,010 17,568 1,811 9,760	2,347,691
IMP'T AREA SF	9,408 7,770 38,938 242 5,715 19,890 0 4,010 17,568 1,811 9,760	2,347,691
LOT AREA ASSESSMENT	\$99.49 \$283.57 \$181.40 \$101.92 \$167.88 \$96.77 \$177.11 \$137.11	\$58,097
LOTAREA BENEFIT UNITS	7,002 6,899 19,828 13,471 7,173 13,223 6,667 6,811 12,226 6,812 13,628	4,088,936
LOT AREA SF	7,002 6,999 19,958 13,471 7,173 13,223 6,667 6,811 12,226 6,812 13,628	4,100,903
PROPERTY OWNER	KEY HOLDINGS GROUP LLC CITY REAL ESTATE INVESTMENTS LLC FIGWAST ILC SONG JAN O BAY CITIES DISCOUNT KITCHEN AND APPLANCES INC BAY CITIES DISCOUNT KITCHEN AND APPLANCES INC MOSHFEGH ESHAN OLLA COMPANY TRUST MOSHFEGH FAMILY 1000 SOUTH VERMONT ILC DIXON HEWITT AND DORIS RUBIN IDA TRUST IDA RUBIN TRUST	Zone 1 Sub Totals